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Arp Nursery Co.

1947-1948
WHOLESALE

TYLER, TEXAS

Being a Lesson
In
Buying Roses and Pecans

By Expert
Givers of Free Advice

Arp Nursery Company

BOX 867 TYLER, TEXAS

WHOLESALE GROWERS SINCE 1922

L. B. Dean
Clark Kidd
L. A. Dean

YES, INQUIRIES ARE ANSWERED.

ORDERS ARE PREFERRED.

THE BEGINNING—

IN A NURSERY: THE BUDSTICK*

IN A BOOK: ACKNOWLEDGMENT.

Acknowledgment

Rose variety descriptions reprinted from Modern Roses III through courtesy of J. Horace McFarland, L.H.D., president emeritus of the American Rose Society.

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J. Horace McFarland Company
Mount Pleasant Press
Harrisburg, Penna.

Descriptions reproduced here for the ready reference of nurserymen, florists and dealers requiring information other than retail catalog whoop-de-do.

Abbreviations

cl.	climbing	fol.	foliage
dbl.	double	int.	introduced by
fl.	flower	vig.	vigorous

Class Abbreviations

CHT.	Climbing Hybrid Tea	HT.	Hybrid Tea
HP.	Hybrid Perpetual	LC.	Large-flowered Climber
HPol	Hybrid Polyantha	Pol.	Polyantha
HRug	Hybrid Rugosa	T.	Tea

*TRIMMERS — ARP EMPLOYEES EMILY WILLIAMS AND TWILLIE LANHAM.

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Red Rose

VARIETIES ALPHABETICALLY

AMERICAN BEAUTY (Mme. Ferdinand Jamin). HP. (Ledechaux, 1875; int. U. S., Bancroft and Field Bros., 1886.) Bud globular, fl. very large, full cupped, very fragrant, crimson-carmine shaded Neyron rose; long, strong stem. Vig.; profuse bloom, sometimes recurrent.

AMI QUINARD. HT. (Mallerin, '27; int. U. S., C-P '30.) Mme. Meha Sabatier X unnamed seedling. Bud long-pointed, dark; fl. large, semi-dbl., cupped, fragrant, blackish garnet and coppery scarlet, becoming dark without turning purple; rigid stem. Fol. large, leathery. Very vig. (31-35 in.) half branching; profuse, recurrent bloom.

CHRISTOPHER STONE. HT. (H. Robinson; int. Wheatcroft Bros., '35, in U.S., C-P '36.) Reported to be Etoile de Hollande X Hortulanus Budde. Bud long-pointed; fl. semi-dbl., large, old rose fragrance, scarlet, overlaid crimson; large cluster of golden stamens. Fol. bright green. Vig.

FRANCES SCOTT KEY. HT. (J. Cook, '13.) Radiance X No. 411 (unnamed seedling). Very large, dbl., high-centered, slightly fragrant, dark Tyrian pink, reverse lighter; long, strong stem. Fol. dark, leathery, glossy. Very vig. (3 ft.).

F. J. GROOTENDORST (Nelkenrose). HRug. (de Goey; int. F. J. Grootendorst, '18.) R. rugosa rubra X Mme. Norbert Levavasseur. Small, open, dbl., slightly fragrant, bright red, edges serrated like a carnation; cluster. Fol. small, leathery, wrinkled, dark. Vig., bushy; profuse and continued bloom; can be kept at any height by pruning.

E. G. HILL. HT. (E. G. Hill Co., '29.) Fine bud; fl. large, dazzling scarlet, never purple. Vig.; free bloom.

ETOILE DE HOLLANDE. HT. (Verschuren, '19.) Gen. MacArthur X Hadley. Dbl. (45 petals), cupped, rich old rose fragrance, bright red, quite unfading; upright stem. Fol. soft. Moderate 32-in., open plant; intermittent, all season bloom. A standard for comparison among red roses.

LORD CHARLEMONT. HT. (McGredy, '22.) Bud long-pointed; fl. large, dbl. high-centered, well shaped, very fragrant, clear deep crimson. Fol. dark, leathery. Bushy.

MARGARET McGREDY. HT. (McGredy. '27.) Very large, dbl. high-centered, fragrant, unfading orange-scarlet of distinct shade. Fol. large, light, leathery, glossy. Very vig.

McLEROY DUSTER GIVES STRONGER AIR BLAST FOR 100 PER CENT COVERAGE. TWO MACHINES SAVE VITAL TIME AFTER EVERY RAIN.

Red Rose (continued)

NIGHT (formerly Lady Sackville). HT. (McGredy, '21.) Bud long-pointed; fl. dbl., high-centered, very fragrant, deepest blackish crimson, shaded maroon. Fol. dark, glossy. Bushy.

POINSETTIA. HT. (H&S; int. Dreer, '38.) Bud long-pointed; fl. large, dbl., open, slightly fragrant, bright unfading scarlet. Fol. glossy. Vig., compact; abundant, continuous bloom.

RED RADIANCE. HT. (Gude Bros., '16.) Radiance sport. Similar in habit and growth but a clear, even shade of red and of equal merit with its parent as a garden rose. Another sport less satisfactory as to color was sent out by Pierson, but later withdrawn.

ROUGE MALLERIN (formerly Henri Mallerin). HT. (Mallerin; int. U. S., C-P, '34.) Mme. Van de Voorde X Lady Maureen Stewart. Bud long-pointed; fl. large, dbl., high-centered, intense Damask fragrance, brilliant red. Fol. leathery. Ht. 2 ft., compact.

SYRACUSE. HT. (Mallerin; int. U. S. C-P, '30.) Mme. G. Forest-Colcombet X Aspirant Maumejean. Bud crimson; fl. large, very dbl. (106 petals), slightly fragrant, scarlet-crimson. Fol. large, dark, leathery. Very vig.

Pink Rose

VARIETIES, ALPHABETICALLY

BETTY UPRICHARD. HT. (A. Dickson, '22.) Large, open, semi-dbl. (14 petals), very fragrant, delicate salmon-pink, reverse carmine with coppery sheen (very distinct). Fol. large, light, leathery, glossy. Very vig., bushy; profuse bloom.

BRIARCLIFF. HT. (Briarcliff Greenhouses, '26). Columbia sport. Bud one-third longer than Columbia, very large, long-pointed; fl. 4½ in. across, dbl. (50 petals), high-centered, fragrant, deep rose-pink at center, lighter on outer petals; long, strong stem. Fol. glossy, dark. Vig.; free bloom. Extensively grown under glass.

COLUMBIA. HT. (E. G. Hill Co., '16.) Ophelia X Mrs. George Shawyer. Bud long-pointed, deep pink; fl. very large, dbl. (65 petals), very fragrant, glistening rose-pink; long, strong stem. Fol. dark. Very vig.; profuse recurrent bloom. A famous parent.

DAINTY BESS. HT. (Archer '25.) Ophelia X K. of K. Diam. 3½-4 in., single, broad-petaled, fimbriated edges, soft rose-pink, very distinct darker stamens. Fol. heavy. Strong; excellent blooming habit.

DAME EDITH HELEN. HT. (A. Dickson, '26.) Very large, dbl., cupped, good old rose fragrance, glowing pink; long, strong stem. Fol. leathery. Vig., bushy; scanty bloom recurrence.

EDITOR McFARLAND. HT. (Mallerin; int. U. S. C-P, '31.) Pharisaer X Lallita. Large, semi-dbl., very fragrant, glowing pink, slightly suffused yellow; long, strong stem. Good fol. Vig., bushy; excellent bloom.

MEV. G. A. VAN ROSSEM. HT. (Van Rossem, '26.) Souv. de Claudius Pernet X Gorgeous. Large, dbl., very fragrant, orange and apricot on golden yellow ground, reverse often dark bronze. Fol. very large, dark, bronzy, leathery. Vig.

MME. C. CHAMBARD. HT. (C. Chambard, '11.) Frau Karl Druschki X Prince de Bulgarie. Dbl. (72 petals), fragrant, rosy flesh-pink, shaded salmon, yellow base.

MRS. LOVELL SWISHER. HT. (H&S, '26.) Unnamed seedling X Souv. de Claudius Pernet. Bud pointed; fl. dbl., well formed, fragrant, salmon-pink passing to flesh on edges. Fol. bronzy. Very vig.

PINK DAWN. HT. (H&S; int. Dreer, '35.) Joanna Hill X Seedling 2-18. bud long-pointed; fl. large dbl., high-centered, very fragrant, deep rose-pink, opening lively pink. Fol. soft. Vig. (3 ft.).

RADIANCE. HT. (J. Cook; int. P. Henderson, '08.) Enchanter X Cardinal. Bud globular; fl. very large, dbl. cupped, very fragrant, cameo-pink, deeper toward center; long stem. Fol. large, leathery. Very vig. (3-5 ft.); abundant, recurrent bloom.

ANNUAL GROWING CONTRACTS ARE SOLICITED—ARP ROSES THE LAST FOUR YEARS MEASURED 82 PERCENT No. 1 GRADE OR BETTER, ACCORDING TO ACTUAL PAID INVOICES.

Two-Tone, Variegated and Yellow Rose Varieties

CONDESA DE SASTAGO. HT. (P. Dot; int. U. S., C-P. '33.) Souv. de Claudius Pernet X Marechal Foch) X Margaret McGredy. Bud ovoid; fl. very large, dbl., cupped, fragrant, Oriental red and yellow, distinctly two-color; short, strong stem. Fol. large, glossy, dark. Very vig.; free bloom.

DUQUESA DE PENARANDA (Morning Blush). HT. (P. Dot; int. U. S., C-P, '31.) Souv. de Claudius Pernet X Rosella. Bud pointed; fl. very large, dbl. cupped, fragrant, orange shadings; long stem. Fol. large, rich green, glossy. Very vig.

EDITH NELLIE PERKINS. HT. (A. Dickson, '28.) Dbl., open, fragrant, outside Orient red shaded cerise-orange, inside salmon-pink flushed orange. Fol. abundant. Vig., bushy, few thorns; good bloom.

GOLDEN CHARM. HT. (Groshens & Morrison, '33.) Deep unshaded yellow sport of Talisman.

GOLDEN DAWN. HT. (Grant; int. Hazlewood and Prior, '29.) Elegante X Ethel Somerset. Bud sunflower-yellow, flushed old-rose; fl. dbl. (45 petals), well formed, fragrant, sunflower-yellow to lemon-yellow. Low, spreading.

GOLDEN OPHELIA. HT. (B.R. Cant, '18.) Ophelia seedling. Golden yellow in center, paling slightly on outer petals. Fol. rich glossy green. Vig.

HEINRICH WENDELAND. HT. (Kordes; int. U.S., Dreer and H & S, '30.) Charles P. Kilham X Mevr. G. A. van Rossem. Very large, dbl., high-centered, intense fruity fragrance, unfading nasturtium-red, reverse deep golden yellow. Fol. large, bronzy, leathery, glossy. Vig.

HINRICH GAEDE. HT. (Kordes, '31.) Lady Margaret Stewart X Charles P. Kilham. Bud pointed, nasturtium-red; fl. very large, dbl., open, high-centered, raspberry fragrance, orange-yellow with nasturtium-yellow glow. Fol. glossy, bronze. Vig.

JOANNA HILL. HT. (J. H. Hill Co., '28.) Mme. Butterfly X Miss Amelia Gude. Bud long-pointed; fl. large, semi-dbl., fragrant, darker yellow than Sunburst; long stem. Fol. leathery. Very vig. Good indoors and out.

JULIEN POTIN (Golden Pernet). HT. (Pernet-Ducher; int. U.S., Dreer, '27.) Souv. de Claudius Pernet X unnamed seedling. Bud pointed, golden; fl. large, dbl., cupped, high-centered, fragrant, primrose-yellow. Fol. bright green. Very vig.

LADY HILLINGDON. T. (Lowe & Shawyer, '10.) Papa Gontier X Mme. Hoste. Bud long-pointed; fl. semi-dbl., open, fragrant, deep apricot-yellow. Fol. bronze. Bushy. Sometimes as hardy as a Hybrid Tea.

LUXEMBOURG (Marie Adelaide; Grande Duchess de Luxembourg). HT. (Soupert & Notting, '12.) Mrs. J. W. Budde X Lyon Rose. Bud pointed; fl. large, dbl., high-centered, slightly fragrant, coppery yellow, deeper in center. Fol. bronze, soft. Vig., spreading.

Two-Tone, Yellow Rose (continued)

McGREDY'S YELLOW. HT. (McGredy, '33.) Bud long-pointed; fl. cupped, slightly fragrant, bright buttercup-yellow. Fol. large, glossy, dark, bronzy. Vig.

MME. JOSEPH PERRAUD. HT. (Gaujard, '34.) Julien Potin X unnamed seedling. Very large, dbl., fragrant, yellow, deeply tinted coppery at center; long stem. Fol. large, glossy. Very vig.

MRS. PIERE S. DU PONT. HT. (Mallerin; int. N. S., C-P. '29.) (Ophelia X Rayon d'OR) seedling (Ophelia X {Constance X Souv. de Claudius Pernet}) seedling. Bud long-pointed, reddish gold; fl. semi-dbl., fragrant, golden yellow, lighter with age. Fol. rich green. Moderate growth; profuse bloom.

PRES. HERBERT HOOVER. HT. (Coddington; int. Totty, '30.) Sensation X Souv. de Claudius Pernet. Bud long-pointed; fl. large, semi-dbl., open, fruity fragrance, varying orange shades, outside petals much lighter; long, strong stem. Fol. leathery. Vig., diffuse tall growth; abundant bloom.

ROSLYN. HT. Towill, '29.) Souv. de Claudius Pernet X Buttercup. Bud long-pointed, deep orange; fl. large, semi-dbl., slightly fragrant, golden yellow (more orange back of petals). Vig., compact.

SOEUR THERESE (Sister Therese). HT. (F. Gillot, '30.) Unnamed seerling X Souv. de Claudius Pernet. Bud long-pointed; fl. very large, semi-dbl., cupped, slightly fragrant, golden yellow to cadmium-yellow, edges madder-carmine. Fol. leathery, bronzy. Very vig., bushy.

SUNBURST. HT. (Pernet-Ducher, '12.) Bud long-pointed; fl. dbl., cupped, variable cadmium-yellow, toward orange.

TALISMAN. HT. (Montgomery Co., '29.) Ophelia X Souv. de Claudius Pernet. Bud long-pointed; fl. dbl., high-centered, fragrant, golden yellow and copper; long stem. Fol. large, rich green, leathery. Vig. The parent of many sports.

White Rose

VARIETIES, ALPHABETICALLY

MME. JULES BOUCHE. HT. (Croibier, '11.) Pharisaer X unknown seedling. Bud pointed; fl., large, dbl., fragrant, white, center shaded primrose or pale blush. Tall; persistent bloom.

CALEDONIA. HT. (Dobbie, '28.) Bud long-pointed; fl. large, very dbl., high-centered, slightly fragrant, white; long, strong stem. Fol. large, leathery, dark. Vig.; abundant, recurrent bloom.

FRAU KARL DRUSCHKI (Reine des Neiges; Snow Queen; White American Beauty). HP. (P. Lambert, '01.) Merveille de Lyon X Mme. Caroline Testout. Bud pointed, tinged carmine-pink; fl. very large, dbl., open, scentless, snow-white, sometimes light pink-blush at center. Fol. large, dark. Very vig. (5 ft.); profuse bloom in May and June, and sometimes in autumn.

KAISERIN AUGUSTE VIKTORIA. HT. (P. Lambert, 1891.) Coquette de Lyon X Lady Mary Fitzwilliam. Bud long-pointed, cream-white; fl. dbl., slightly fragrant, snowy white, slight lemon tint at center. Fol. rich green, soft. Ht. 1-1½ ft.; intermittent bloom all season.

Polyantha Rose

BABY DOLL (Tip-Top). Pol. (P. Lambert, '09.) Trier X **R lutea bicolor.** Bud long-pointed; fl. 2½ in. across, dbl., open, slightly fragrant, Tyrian rose at edge, passing to white and pale yellow, reverse white, sometimes streaked yellow; short stem. Fol. large, very long (2 in.), pointed, dark. Bushy.

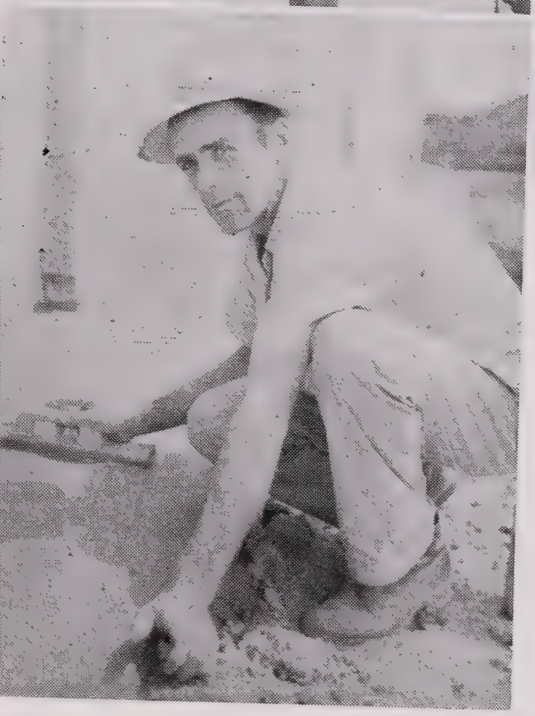
CECILE BRUNNER (Mignon; Mlle. Cecile Brunner; Sweetheart Rose). HPol. (Vve. Ducher; int. Pernet-Ducher, 1881.) Polyantha X Mme. de Tartas. Bud long-pointed; fl. small, dbl., open, fragrant, bright pink on yellow ground; cluster. Fol. sparse, soft, dark. Bushy, dwarf; free bloom, June-Aug.

MISS EDITH CAVELL (Edith Cavell). Pol. (Meiderwyk; int. Spek, '17.) Orleans Rose sport. Full, globular, scarlet-crimson overlaid velvety crimson (light red under glass—may burn but never blues); cluster. Fol. rich green, leathery, glossy. Vig.; profuse bloom. Renamed Miss Edith Cavell to distinguish it from the HT Edith Cavell, introduced by Chaplin Bros. in '18.

ELLEN POULSEN. HPol. (D. T. Poulsen, '12.) Mme. Norbert Levavasseur X Dorothy Perkins. Large, dbl., fragrant, bright cherry-pink; cluster. Fol. glossy, dark. Ht. 24-28 in., bushy; abundant, recurrent bloom.

GOLDEN SALMON (Goldlachs). Pol. (Cutbush '26.) Superba sport. Large, pure orange (does not burn); huge trusses. Vig., bushy.

IDEAL. Pol. (Spek, '21.) Miss Edith Cavell sport. Dbl., open, globular, slightly fragrant, dark velvety crimson in the open (scarlet under glass); cluster. Fol. dark, leathery, glossy. Bushy.



Above: Arp's Doyle Horton lays warehouse walk;

Masonry saw corrects amateur bricklayer's error;

Climbing Rose

VARIETIES, ALPHABETICALLY

CLIMBING AMERICAN BEAUTY. LC (Hoopes, Bros. & Thomas, '09.) (**R. Wichuraiana** X Marion Dingee) X American Beauty. Very large, cupped, fragrant, deep rose-pink; long stem. Vig. cl. (12-15 ft.); abundant June bloom.

CL. COLUMBIA. CHT. (Vestal, '23; Lens, '29.)

DR. W. VAN FLEET. LC (Van Fleet; int. P. Henderson, '10.) **R. Wichuraiana** X Safrano X Souv. du Pres. Carnot. Bud pointed; fl. large, open, dbl., fragrant, cameo-pink fading flesh-white; long, strong stem. Fol. large, dark, glossy. Very vig. cl. (15-20 ft.); profuse bloom, June-July. Blooms mostly on old wood; prune scantily.

CL. KAISERIN AUGUSTE VIKTORIA. CHT. (A. Dickson, 1897.)

CL. PRES. HERBERT HOOVER. CHT. (B. R. Cant, '37.)

PAUL'S SCARLET CLIMBER. LC. (W. Paul, '16.) Semi-dbl., vivid scarlet, shaded bright crimson, which does not burn or fade; large cluster. Vig. Cl.; very profuse June bloom, and sometimes remontant.

PRIMROSE. LC. (Barbier, '29; int. U.S., Dreer, '30.) **R. Wichuraiana** X Constance. Large, dbl., open, slightly fragrant, primrose-yellow to canary-yellow, long stem. Fol. rich green, glossy. Very vig. cl. and trailing; abundant bloom, 4 weeks, May-June.

CL. RED RADIANCE. CHT. (Pacific Rose Co., '27; Catt, '29.)

CL. TALISMAN. CHT. (Western Rose Co., '30; Dixie Rose Nurs., '32.) Repeats.

Selected popular patented varieties are now in nursery production for the 1948-49 season. Arp customers are assured the best of the newest.

LEFT: ROOFING A COLD STORAGE IS NO SMALL JOB.

FIELD OFFICE SPACE IS NERVE CENTER OF STOCK STORAGE AND DISTRIBUTION.

Arp Nursery Company's new refrigerated storage, siding on Missouri-Pacific Line's main north-south route, handy to Arp nursery fields, pulls southern rose business out of the dark ages. FIELD-Fresh is not a boast now. Arp rose bushes are actually FIELD-Fresh . . . Two water tanks on trailers in rose fields at digging time refresh plants being loaded on one of five Arp nursery trucks shuttling quickly to Scientifically controlled protection of 33-degree temperature and 85 per cent relative humidity in $75,000.00 warehouse where additional supervisory personnel see to rapid, accurate, expert processing for distribution directly into refrigerated railway car at one of six doors, or into motor freight line's truck at the warehouse's truck loading dock, or into Railway Express Company's station one-quarter mile distant.

Rose Prices

BAREROOT, BALED FREE

PRICE EACH, LOTS OF—	100	1,000 up
No. 1* or better	**$ .40**	**$ .35**
No. 1½*	**.32½**	**.27½**
No. 2 (2 canes, 10 inches or longer)	**.25**	**.20**

500 or more are sold at the 1,000 rate.

*From Horticultural Standards adopted by American Association of Nurserymen; 1940 Edition.

No. 1 grade: 3 or more strong canes, 2 of which are to be 18 inches and up, with the exception of a few of the light growing sorts, which are to have three strong canes, two of which are to be 15 inches and up.

No. 1½ grade: 2 or more strong canes, to be 14 inches and up, with the exception of a few of the weaker growing sorts, which are to have two strong canes 12 inches and up.

Retail customers are always referred to conveniently located Nurserymen, florists or licensed dealers, who handle fine Arp-grown, field-fresh rose bushes and pecan trees.

Life insurance for roses is practical, essential. If your company is in the rose bush business, why not ask yourself these questions?:

What do I know about this rose bush I am urging my good customers to buy, plant, and care for?

It is "Field-Grown," yes, but so are about 30,000,000 other bushes suffering 50 percent mortality transplanted and so discouraging a million prospective gardeners annually.

It is "2-Year-old," yes, but so are about 30,000,000 etc., etc.

It is "High quality" . . . well, is it? Do I know that it: . . . started from a cutting treated against crown gall? . . . was budded into variety pedigreed by exact field records and guaranteed to flower true to name? . . . was regularly, evenly, adequately power-dusted within 24 hours after every rain during the growing season? . . . was properly dug by a company which thinks enough of my patronage to employ field hands and supervisors to protect roses from sun and wind (30 minutes exposure to heat and drying, you know, is all it takes on a bush to change your happy gardener into an unhappy claim for refund or replacement)? . . . was hurried to shelter and kindly refrigeration BEFORE the time-consuming process of grading, topping, labeling, packing?

IF ALL YOU KNOW ABOUT YOUR ROSE BUSH IS THE PRICE, BROTHER, YOU SHOULD SEE A PSYCHIATRIST!

Metropolitan Sunday newspapers advertise rose bushes with prices ranging from $ .19 to $2.50 each. The customer is confused. Very few retailers bother to explain standardized grading practices to consumers. Perhaps the consumer is entitled only to use price as criterion of quality. But not you. You, Mr. Rose Buyer and Seller, must be sharp enough to realize that "No. 1 grade" **can** refer to what's left after "Jumbo" or "Triple-X" plants have been selected and sold for a higher price. (If an Arp Nursery plant label reads "No. 1," you can bet your hat the bushes are No. 1 **or better,** American Association of Nurserymen horticultural standards.)

Of course, service costs money. You've figured what your customer will pay for a rose-bush-question-mark. What will your customer pay for an honest to goodness good, green, plump, FIELD-Fresh, rose bush, Arp-grown with life insurance?

No Sale of Cut Flowers

Arp-grown rose bushes are not crippled by field pruning. This is one nursery tending strictly to the business of bush production. No flower trade is solicited; no flower orders filled.

Arp is not in competition to greenhouses, wholesale or retail florists. Flowers are an incidental tho' beautiful byproduct, fulfilling only the natural bush function. Strong canes remain on Arp plants. You know, of course, that plant food, starch, reserve vitality, is stored in the cane of a rose bush. Pruning, heavy cutting for a between-season income from the flower market, is bound to reduce the size of plants and generally devitalize any rose field.

Except for propagating wood annually required and a very few specimens for exhibition, Arp rose bushes are fully stocked as nature intended with stored energy. When dug for shipment, they still know where the next meal is coming from. What can you say about other bushes you are buying? Are they starved by pruning before leaving the nursery row?

Certainly some Texas rose bushes can be sold for less. None, regularly robbed, can possibly be as good.

ARP STORAGE, LIKE ITS TRADE RELATIONS, WAS BUILT SQUARE AND SOLID—THROUGH TEAMWORK.

NEW PACKAGE FOR PROTECTED DISPLAY

Many nurserymen, florists, plant dealers, need roses individually root-wrapped. Lack of ground or other space for storage, as well as unreliable temperature variations and drying conditions, make packaged plants suitable for certain businesses. Perishable rose bushes, protected by efficient and attractive wrapping, can be adapted to more legitimate nursery sales establishments than can bareroot plants. In fact, some companies now offering bareroot rose bushes owe a serious apology to their customers.

Packaging roses is not new. But an effective wrap using select waterproofed papers around the world's best water hoarder (Sphagnum moss), beautifully labeled with variety description and planting instructions on each handy bag, delivered in good corrugated cartons of 24 or 48 . . . such a package might be a lifesaver. New production line in Arp's refrigerated warehouse brings enconomy to the process. Plan to offer your discriminating gardeners FIELD-Fresh roses with LIFE INSURANCE. Top rate commercial, heavy-flowering varieties are offered:

PACKAGE PRICES	4 to 8 doz.	9 to 84 doz.	85 doz. & up
SUPERIOR No. 1 grade—per dozen	$ 6.60	$ 6.30	$ 6.00
Standard No. 2 grade—per dozen	4.20	3.90	3.60

MINIMUM ORDER, PLEASE: 4 Dozen. MINIMUM EACH VARIETY: ½ Dozen

Carlots of 10,000 or more are solicited. Specific variety list will be basis for special price quotations.

Varieties Packaged

RED

Ami Quinard
Christopher Stone
Etoile de Hollande
Poinsettia
Red Radiance

YELLOW & TWO-TONE

Condesa de Sastago
Golden Charm
Luxembourg
McGredy's Yellow
Mrs. Pierre S. du Pont
Pres. Herbert Hoover
Soeur Therese
Talisman

PINK

Briarcliff
Columbia
Editor McFarland
Pink Dawn
Radiance

WHITE

Caledonia
Kaiserin Auguste Viktoria

CLIMBERS

Cl. American Beauty
Cl. K. A. Viktoria
Cl. Talisman
Paul's Scarlet Climber

POLYANTHAE (Babies)

Golden Salmon
Miss Edith Cavell

(OTHER VARIETIES BY ARRANGEMENT . . . ALL ARP-GROWN)

Arp Nursery Company Pecan Varieties

BURKETT.—Introduced by J. H. Burkett of Clyde, Texas. Size large, shell thin, kernel plump, flavor excellent. Is one of the most popular varieties. Runs 40 nuts per pound and 55% kernel.

DELMAS.—From Jackson County, Mississippi. Widely disseminated, size large, shell medium thin, kernel plump, quality good. Runs 45 nuts per pound and 48% kernel. Scabs in damper localities.

JOHN GARNER.—For upland planting, according to its introducer, above 600 feet altitude. Very thin shell, plump, average size, claimed to be a real producer.

"SPECIAL."—Originated in Mississippi. Very large nut with thin shell, resembling the Schley quite a bit and seems to be of just as high quality, but is somewhat larger than the Schley. A good individual.

MOORE.—From Jefferson County, Florida. Runs 67 nuts per pound and 49% kernel. Unusually prolific and one of the best commercial varieties for East.

MONEYMAKER.—From Madison Parish, Louisiana. Runs 51 nuts per pound and 46% kernel. Widely disseminated; size medium. Recommended only for eastern portions of the country.

SCHLEY.—Originated in Jackson County, Mississippi. Runs 47 nuts per pound and 61% kernel. An old and widely disseminated variety, and said to be a seedling of the Stuart. A very high-class pecan and an average bearer.

Pecan Varieties (continued)

STUART.—Originated in Jackson County, Mississippi. Runs 55 nuts per pound and 44% kernel. An old and widely disseminated variety.

SUCCESS.—Originated in Jackson County, Mississippi. An old and widely disseminated variety, running 37 nuts per pound and 52½ kernel. One of the most valuable Eastern varieties that we have.

TEXAS PROLIFIC.—(Sometimes called **Sovereign**).—Introduced by E. E. Risien, San Saba, Texas. Runs 48 nuts per pound and 54% kernel. Very prolific and widely disseminated in Texas. A very popular variety.

WESTERN SCHLEY.—Also introduced by Guy Risien, San Saba, Texas. Runs 59 nuts per pound and 60% kernel. Thin shell and good cracking quality. Resembles the Eastern Schley very much, but probably more valuable for Texas. Very prolific and seems to do well over a wide area.

(Above Data from State Bulletin, "Pecan Growing in Texas.")

WEB OF STEEL GROWS 160 FEET BY 110 FEET.

FERTILIZER, TON ON TON—
SULPHUR-COPPER DUST, BY HUNDREDS OF SACKS—
RUBBER BUDSTRIPS, BY THE MILLION—

Limited Supply Unavoidable

Where are pecan trees 3 to 7 feet? Answer: Sold! Apology is in order for restricting new Arp customers to either the smaller or the larger sizes. Middle grades went to nurserymen depending on Arp for good pecan trees each year. Demand exceeded supply. Increased planting and tree grafting program, it is hoped, will soon enable an extension to this wholesale pecan nursery service.

Pecan Tree Prices

GRAFTED, IMPROVED VARIETIES

SIZES,	PRICE EACH*, LOTS OF 10	50	500 up
18 to 24 inches	$1.05	$ .95	$ .86
2 to 3 ft.	1.17	1.05	.97
7 to 8 ft.	3.07	2.95	2.87
8 to 10 ft.	4.22	4.10	4.01
10 to 12 ft.	5.85	5.73	5.62
12 to 15 ft.	7.84	7.72	7.61

SOLD OUT

*Subject to change at any time.

Size is measured from ground up, as trees stand in nursery row. LCL shipments in Kraft paper-lined burlap bales. All quotations F.O.B. nursery depot, Arp, Texas. Packing free. Terms on bookings: One-fourth deposit with order, balance when stock is dug.

Hardy Seedling Pecans

SIZES,	PRICE EACH, LOTS OF 10	50	500 up
18 to 24 inches	$ .67	$ .62	$ .56
2 to 3 ft.	.80	.75	.69
3 to 4 ft.	.97	.91	.86

WHOLESALE ONLY

PLEASE ORDER IN MULTIPLES OF 10

NOW SHIPPING

THURMAN LANHAM'S EXPRESSION IS TYPICAL OF THE EARNEST CO-OPERATIVE SPIRIT ARP EMPLOYEES EXHIBIT TO THE CUSTOMER. HIS SUPERVISION OF TREE DIGGING INCLUDES RESPONSIBILITY FOR RECOVERY OF COMPLETE ROOT SYSTEM.

Eureka Persimmons

The Eureka is comparatively hardy; fruiting large, round and red as a tomato, softening into tasty, almost seedless, fine eating fruit. Ripening period is November and December. Waxy foliage is ornamental. Thanksgiving table floral arrangement should include two or three limbs of this tree.

(GRAFTED)

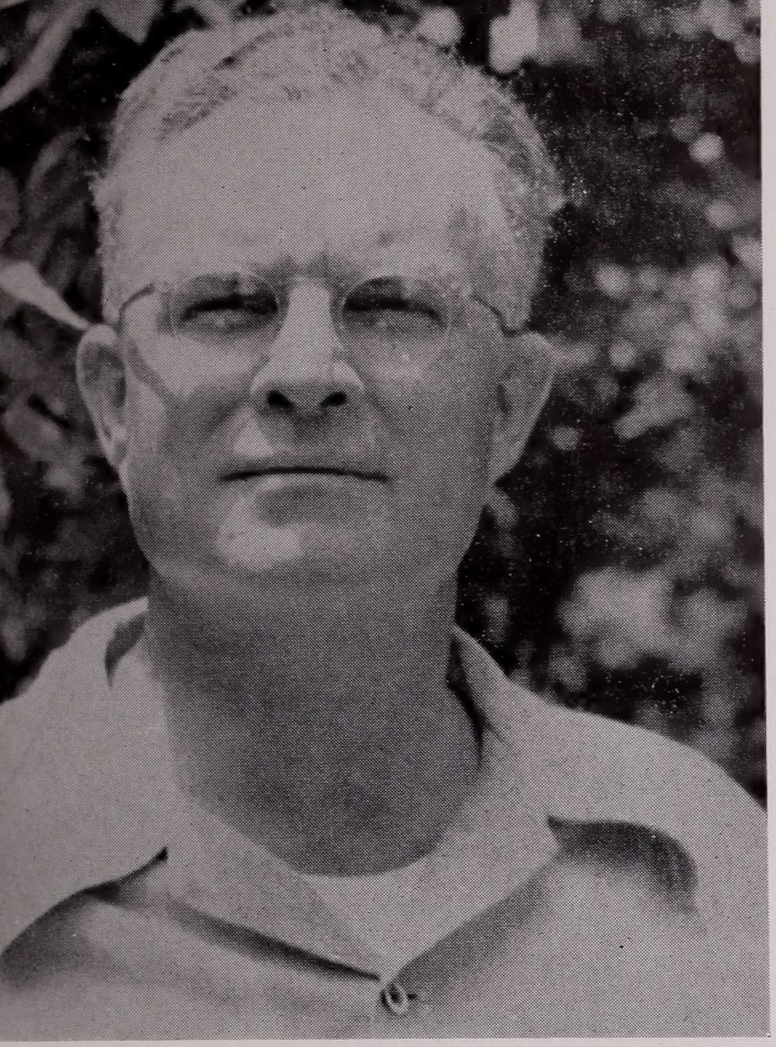
PRICE EACH	LOTS OF 10	100 up
2 to 3 ft.	.70	.55
3 to 4 ft.	.80	.69
4 to 5 ft.	1.00	.90
5 to 6 ft.	1.20	1.10

SOLD OUT

Please order multiples of 10 each of each variety and size wanted.

Wholesale Prices are intended for state-licensed nurserymen, florists and dealers.

EVERY PECAN TREE AND EVERY ROSE BUSH OFFERED HERE IS A PRODUCT OF ARP NURSERY COMPANY — No subcontracting "on the halves" growing. Satisfaction on delivery is an absolute guarantee.



C. N. ROACH, FIELD OFFICE MANAGER, CHECKS AND APPROVES STOCK ASSEMBLED FOR DELIVERY, IS PAYMASTER, FIELD AND WAREHOUSE INVENTORY RECORDER. NOEL IS EXPEDITER CHARGED WITH FILLING YOUR ORDER AS AND WHEN WANTED.

No use paying for a disappointment. Save time and money for your gardeners, replacement costs for yourself. This year and every year, Depend on Arp Nursery Company, wholesale rose and pecan growers, for useful, responsible, prompt wholesale nursery service.

You haven't heard of Arp? Well, this is first catalog since 1942. Wanted to come back and get acquainted this year. But Arp Nursery Company is not a newcomer by any means. True, it has lately enjoyed considerable growth. But the same old name is found each year on the rolls of:

American Association of Nurserymen.
Texas Association of Nurserymen.
Southern Association of Nurserymen.
Western Association of Nurserymen.
Illinois Association of Nurserymen.
Oklahoma Association of Nurserymen.
Louisiana Horticultural Association.
American Rose Society.
East Texas Rose Growers Association.
Texas Rose Research Foundation, Inc.
Tyler Chamber of Commerce.
Tyler Junior Chamber of Commerce.

Financially responsible? Dun and Bradstreet and the Florist Credit Guide aren't overly charitable. But Arp manages to invest and purchase progressively. Tyler State Bank and Trust Company, where we usually keep our overdraft, is already worrying about us. So there's no need of you both worrying.

Terms of Sale

Cash Discount . . 1%

To Firms with Credit Established, net 30 days.

This price list cancels previous quotations. It covers strictly first class stock, packed free, F.O.B. Arp.

Wholesale nursery stock is shipped in multiples of 10 of each variety and grade. Special price quotation will be made on specific orders for broken lots, or for carlots requiring a minimum of packing materials.

Satisfaction on delivery is the only guarantee. Please report promptly any damaged shipment. Claims against unsatisfactory merchandise must be made within 5 days of delivery.

Acknowledgment, packing list, and invoice forms for every order are promptly mailed.

. . . ARP NURSERY COMPANY

STOP! Have you inclosed check with order? O. K., seal it.

Address: Box 867, Tyler, Texas.

SEE YOU AT THE CONVENTION!

(Galveston - 1947)

3 STORY-WRIGHT PRINTING CO., TYLER, TEXAS